



Academy partners with Hubub for social media

TORONTO, January 13, 2015 – The new interest-based digital platform, Hubub, and the Academy of Canadian Cinema & Television have partnered for Canadian Screen Week and beyond, it was announced today by Jennifer Stewart, Director, Marketing & Development, Academy.

The partnership is rooted in Hubub's title sponsorship of the Academy's #AcademySOCIAL event, February 26, during Canadian Screen Week (Feb. 23-March, 1, 2015). The recognition event celebrates viral social and digital media content created by Canadians. Hubub #AcademySocial will shine a light on the incredible talent and achievements that emerged in the past 12-months, and on the new Canadian social sharing platform: Hubub. The Academy will also use hubub for promotion and community before and during Canadian Screen Week.

"Our [Academy.NET Hubub](#) will initiate conversations between fans, filmmakers and Canadian Screen Award nominees," says Stewart. "It is an interactive news source and community that engages fans to discover Canadian stars, shows, movies, fashions and events during Canadian Screen Week and throughout the year," she adds.

"Hubub allows you to experience the Internet in a fundamentally new way – through your interests – and we think it is a perfect platform for the stars, the fans, and the celebration that is Canadian Screen Week," says Peter L. Corsell, founder of Hubub.

The Academy.NET Hubub Page is fun to navigate with loads of star photos, red carpet moments, video clips and news about Canadian talent and what's happening with the 2015 Canadian Screen Awards. Fans are encouraged to spread the word and talk about their favorite Canadian shows, celebrities and movies.

Hubub's mission is to be the best digital platform for exploring and discussing interests. Hubub invites users to build the "Interest Internet" by creating a personal interest channel – called a "hubub." Each hubub provides a multimedia stream on a dedicated topic, including videos, articles, blogs and polls, as well as innovative features like one-on-one debates. Users can join an existing hubub, create their own public or private hububs, or simply use Hubub to follow the topics that matter most to them.

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About the Academy | The Academy of Canadian Cinema & Television is a national, non-profit, professional association dedicated to the promotion, recognition and celebration of exceptional achievements in Canadian film, television and digital media. Unifying industry professionals across Canada, the Academy is a vital force representing all screen-based industries.

About the Canadian Screen Awards and Canadian Screen Week | The Academy's Canadian Screen Awards is the annual awards show to celebrate the best in film, television and digital media; they are part of Canadian Screen Week (February 23 – March 1, 2015) and the 2-Hour Live Broadcast Gala will air Sunday March 1 @ 8pm (8:30 NT) on CBC.

About Hubub | Hubub is the best digital platform for exploring and discussing interests. Hubub invites you to build the "Interest Internet" by creating a personal interest channel – called a "hubub." Each hubub provides a multimedia stream on a dedicated topic, including videos, articles, blogs and polls, as well as innovative features like one-on-one debates. You can join an existing hubub, create your own public or private hubub, or simply use Hubub to follow the topics that matter most to you.

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